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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : HIRSCH, ALAN R.
Serial No. : 10/690,791
Filed : November 27, 2002
Docket No.: INS-31875
For: Method of Altering Weight Perception

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

ELECTION UNDER 37 C.F.R. §§ 3.71 AND 3.73 AND POWER OF ATTORNEY

Sir:

The undersigned, being Assignee of the entire right, title, and interest in the above-identified patent application by virtue of the Assignment filed concurrently herewith for recording, hereby elects, under 37 C.F.R. § 3.71, to prosecute this application to the exclusion of the inventor(s).

The Assignee hereby revokes any previous Powers of Attorney and appoints the attorneys and agents associated with Customer No. 22202 as its attorney or agent, with full power of substitution and revocation, to prosecute the application, to make alterations and amendments therein, to transact all business in the U.S. Patent and Trademark Office in connection therewith, to receive any Letters Patent, and to file any request for a certificate of correction that may be deemed appropriate.

Pursuant to 37 C.F.R. § 3.73, the undersigned duly authorized designee of the Assignee certifies that the evidentiary documents have been reviewed, specifically the Assignment to INSCENTIVATION, INC., filed concurrently herewith for recording, and certifies that to the best of my knowledge and belief, title remains in the name of the Assignee. A copy of the Assignment is attached hereto.

Please direct all communications regarding the above-identified application to **Customer No. 22202.**

ASSIGNEE: INSCENTIVATION, INC.

Dated: 12/14/04

By: Dr. Alan R. Hirsch
Dr. Alan R. Hirsch

Its: President
(title)

BEST AVAILABLE COPY

ASSIGNMENT

PARTIES TO THE ASSIGNMENT:

INVENTOR:

Alan R. Hirsch
7 Vernon Trail
Riverwood, IL 60015

ASSIGNEE:

Inscentivation, Inc.
222 North LaSalle Street, #2600
Chicago, IL 60601
(Illinois Corporation)

BACKGROUND OF THIS ASSIGNMENT:

Inventor has conceived certain new and useful inventions disclosed in a United States patent application entitled Method of Altering Weight Perception, filed November 27, 2002, and assigned U.S. Serial No. 10/690,791.

THE PARTIES AGREE AS FOLLOWS:

In consideration of good and valuable consideration, the receipt, sufficiency and adequacy of which is hereby acknowledged, INVENTOR has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer to ASSIGNEE the entire right, title and interest in the above-identified inventions and application and to any reissues, renewals, divisions or continuations of the application thereof, and hereby authorizes the Commissioner of Patents and Trademarks to issue such Letters Patent to ASSIGNEE for the sole use of ASSIGNEE, its successors or assigns.

INVENTOR further agrees to execute, at the request and expense of ASSIGNEE such other formal documents as may be required to fully convey the interest transferred herein and will similarly execute any application papers required for the filing of any division, continuation, renewal or reissue of the patent application or resulting Letters Patent; and will generally do everything necessary or desirable to obtain and enforce proper protection for the inventions assigned hereby.

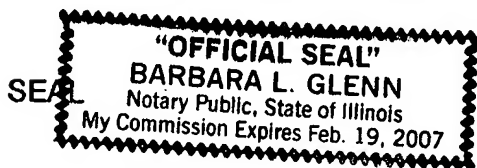
INVENTOR further assigns to ASSIGNEE the whole right, title and interest in the inventions disclosed in the application throughout all countries foreign to the United States. ASSIGNEE is hereby authorized to apply for patents relating to the inventions in its own name in countries where such procedure is proper; to claim the benefit of the International Convention; to file and prosecute International Applications relating to the inventions under the Patent Cooperation Treaty; and to file and prosecute applications relating to the inventions under the European Patent Convention. INVENTOR agrees to execute applications relating to the inventions in those countries and under those conventions where it is necessary that the same be executed by the inventor, and to execute assignments of such applications and the resulting Letters Patent to ASSIGNEE as well as all other necessary papers in relation to such applications and the resulting Letters Patent to ASSIGNEE as well as all other necessary papers in relation to such applications and Letters Patent. INVENTOR hereby consents that a copy of this assignment shall be deemed a full legal and formal equivalent of any document which may be required in any country as proof of the right of ASSIGNEE to apply for patent and other form of protection for said inventions and to claim the aforesaid benefit of the right of priority.

To be binding on the heirs, assigns, representatives and successors of the undersigned and extend to the successors, assigns and nominees of the Assignee.

Date: 12/14/07 Signature: Alan R. Hirsch
Alan R. Hirsch

State of IL)
County of COOK) ss.

BEFORE ME, this 14th day of DECEMBER, 20 07, personally appeared the above-named inventor, known to me to be the person who is described in and who executed the foregoing assignment instrument and acknowledged to me that he/she executed the same of his/her own free will for the purpose therein expressed.



Barbara L. Glenn
Notary or Consular Officer
My Commission Expires: 2-19-07